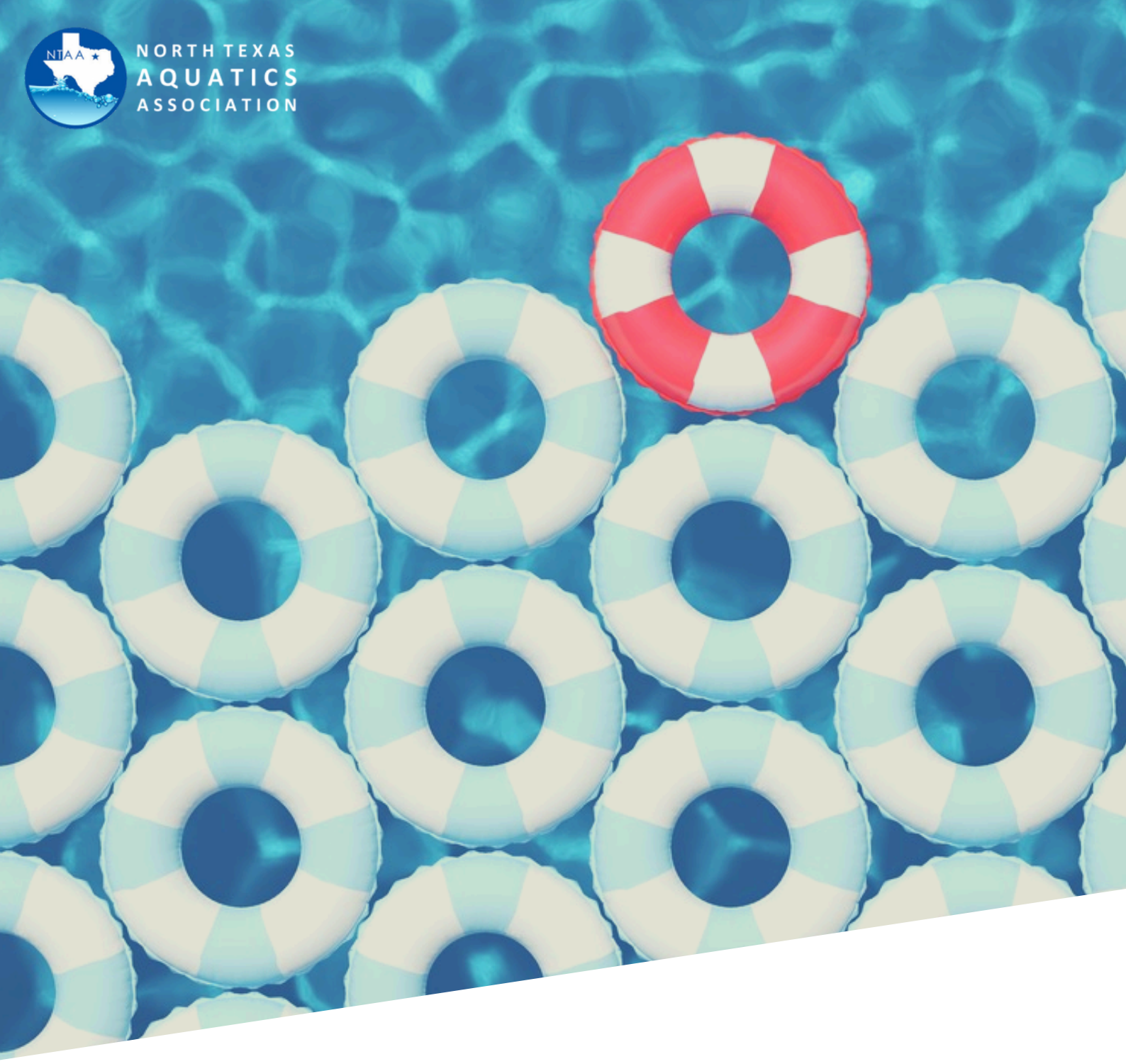
NORTH TEXAS AQUATICS ASSOCIATION

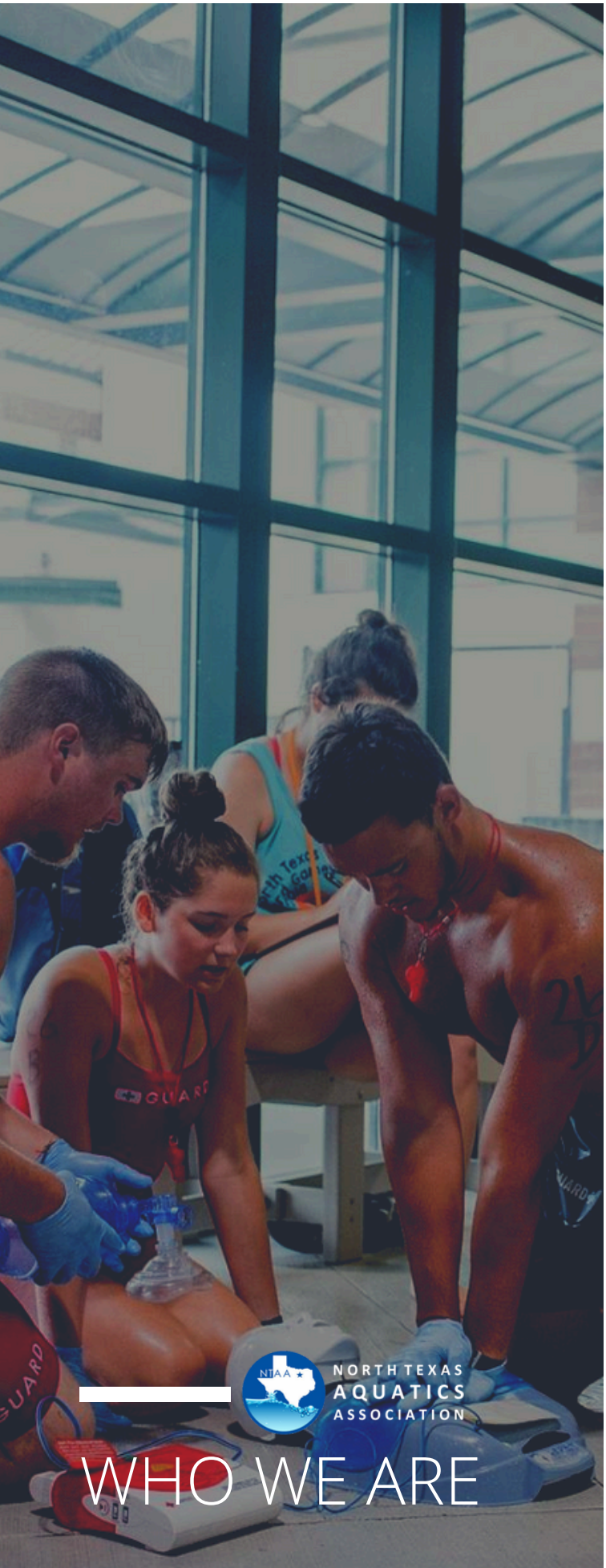


NORTH TEXAS AQUATICS ASSOCIATION

SPONSORSHIP OPPORTUNITIES

2026-2027 PARTNERSHIP OPPORTUNITIES

WWW.NORTHTEXASAQUATICS.COM



WELCOME
TO THE NORTH TEXAS AQUATICS ASSOCIATION

The mission of the North Texas Aquatics Association is to maintain a knowledgeable, productive and cohesive organization. This organization will strive to promote, maintain and be creative in educating the public as well as other aquatic professionals in programming, service and management. In addition, the North Texas Aquatics Association will work to develop and maintain the health and safety of all types of aquatic facilities within the area and around the state.

The North Texas Aquatics Association is a subsidiary of the Texas Public Pool Council, covering its respective Regions 1 and 2. The North Texas Aquatics Association hosts four, quarterly meetings a year, a training seminar in the spring, and a holiday social at the end of the year, along with educational classes throughout the season.

The North Texas Aquatic Association and the North Texas Guard Games is a Not-For-Profit and 501(c)(3) Public Charity organization. In order to host meetings, training seminars, socials and the North Texas Guard Games Competition, we ask for sponsorship partners and volunteers. Without help from our partners and volunteers, we would not be the successful organization and competition that we are today, which other regions look at as a model for their organization and competitions.

Please review this sponsorship packet for more information on our annual sponsorship opportunities. We look forward to partnering with you!

Overview of NORTH TEXAS GUARD GAMES

The North Texas Guard Games is a competition for lifeguards in the North Texas and surrounding areas, held each summer and hosted by a different city each year. We draw an average of forty Lifeguard Teams and four Junior Lifeguard Teams from around the state, not limited to the North Texas area.



The competition involves fitness events, lifeguarding skills events, knowledge events and also a relay race/obstacle course. An example of events that lifeguards might prepare for in the competition would include: Scenario, Fitness, Scanning, First Aid, Passive CPR/AED and a Spinal event. Additionally, participants are able to enhance those skills and decision-making abilities, which improve communities' confidence in their local lifeguards and aquatics programs.



The North Texas Guard Games is a preliminary event to the Texas State Championship Event, with the top three teams advancing to the state competition at the end of July.



The North Texas Guard Games is open to all lifeguard certification agencies. We hope you will consider partnering with us and continue to provide an outstanding competitive event for professional lifeguards to challenge their skills and test their training.

Partnership OPPORTUNITIES

Title Sponsor

The Title Sponsor is our premier opportunity, The title sponsor receives a front page listing and link on our website for the year, a prominent top logo display on our weekly email newsletter in the vendor section, a monthly social media promotional posting (12), quarterly promotional posting in our newsletter (4) and bi-annual in-person presentations at our meetings or events (2). Additionally, the title sponsor partner will receive the opportunity to market their company at the North Texas Guard Games in person as well as receive a full-page advertisement in the participant program.

$4,000.00

Platinum Sponsor

The Platinum Sponsor is our 2nd tier opportunity, The platinum sponsor receives a listing on our website for the year, prominent logo display on our weekly email newsletter in the vendor section, a bi-monthly social media promotional posting (6), bi-annual promotional posting in our newsletter (2) and an in-person presentation at a meeting or event (1). Additionally, the platinum sponsor partner will receive the opportunity to market their company at the North Texas Guard Games in person as well as receive a full-page advertisement in the participant program.

$2,500.00

Gold Sponsor

The Gold Sponsor is our 3rd tier opportunity, The gold sponsor receives a listing on our website for the year, logo display on our weekly email newsletter in the vendor section, a quarterly social media promotional posting (4), bi-annual promotional posting in our newsletter (2) and an in-person presentation at a meeting or event (1). Additionally, the gold sponsor partner will receive the opportunity to market their company at the North Texas Guard Games with a full-page advertisement in the participant program.

$2000.00

Silver Sponsor

The Silver Sponsor is our 4th tier opportunity, The silver sponsor receives a listing on our website for the year, logo display on our weekly email newsletter in the vendor section, a bi-annual social media promotional posting (2), an annual promotional posting in our newsletter (1) Additionally, the silver sponsor partner will receive the opportunity to market their company at the North Texas Guard Games with a half-page advertisement in the participant program.

$1,500.00

Bronze Sponsor

The Bronze Sponsor is our 5th tier opportunity, The bronze sponsor receives a listing on our website for the year, logo display on our weekly email newsletter in the vendor section, an annual social media promotional posting (1), an annual promotional posting in our newsletter (1) Additionally, the bronze sponsor partner will receive the opportunity to market their company at the North Texas Guard Games with a quarter-page advertisement in the participant program.

$1000.00

Partnership OPPORTUNITIES

Holiday Social Sponsor

The Holiday Social Sponsor receives a front page listing and link on our website accompanying all Holiday Social event information, prominent top logo display on our weekly email newsletter in the event section, weekly social media promotional posting at least 6 weeks in advance of the event, bi-annual promotional posting in our newsletter (2) and annual in-person presentation at our meeting or social.

$500.00

Awards Sponsor

The Awards Presentation Sponsor receives a front page listing and link on our website accompanying all Awards Presentation event information, prominent top logo display on our weekly email newsletter in the event section, weekly social media promotional posting at least 6 weeks in advance of the event, bi-annual promotional posting in our newsletter (2) and annual in-person presentation at our meeting or social.

$500.00

Scholarship Sponsor

Each year the North Texas Guard Games awards a scholarship to the competitors to help pay for expenses that are incurred during the process of furthering their education. The Scholarship Sponsor will receive a full-page advertisement in the participant program. The sponsor will be highlighted in social media posts pre and post-competition and will be featured in the participant program throughout the Scholarship Application with the scholarship named after your company.

$500.00

NTGG Lunch Sponsor

The Lunch Sponsor is our meal partner for the North Texas Guard Games. The Lunch Sponsor receives a listing on our website for the year, logo display on our weekly email newsletter in the vendor section, a quarterly social media promotional posting (4), bi-annual promotional posting in our newsletter (2), and an in-person presentation at a meeting or event (1). Additionally, the Lunch Sponsor partner will receive the opportunity to market their company at the North Texas Guard Games with a full-page advertisement in the participant program.

$750.00

NTGG Breakfast Sponsor

The Breakfast Sponsor is our meal partner for the North Texas Guard Games. The Breakfast Sponsor receives a listing on our website for the year, logo display on our weekly email newsletter in the vendor section, a bi-annual social media promotional posting (2), an annual promotional posting in our newsletter (1). Additionally, the Breakfast Sponsor partner will receive the opportunity to market their company at the North Texas Guard Games with a half-page advertisement in the participant program.

$300.00

Partnership OPPORTUNITIES

Gifts In Kind Sponsor

We are always in need of gifts in kind to help fill our give away bags that each competitor receives during the competition. Such items have included: suncreen, water bottles, key chains, pens, sunglasses, first aid kits, lip balm, etc. We ask that a minimum of 250 like items be donated. As a Gifts in Kind Sponsor your logo will be added to the list of sponsors on our North Texas Guard Games participant program and website.

Example Gifts in Kind Desired:

- Sunglasses
- Water Bottles
- Sunscreen
- Lip Balm
- Pop Sockets
- Stress Balls
- Bottled Sports Drinks
- Blankets
- Gift Cards
- Stickers
- Temporary Tattoos
- Hand Sanitizers
- First Aid Kits
- Bracelets
- Beach Balls
- Frisbees
- Rally Towels
- Mini Fans
- Whistles
- Lanyards
- Pens
- Cooling Towels

One of a Kind Donation

Do you have a one of a kind donation in mind? Perhaps a slip and slide at the North Texas Guard Games? A special Scholarship fund? We value the creativity of all of our sponsorship and welcome all donations in every shape, size and amount. We are happy to accept any donation that is a bit "outside of the box"!

Contact Information

Name: _____

Title: _____

Company: _____

Address: _____

City / State / Zip: _____

Phone: _____

Email: _____

Website: _____

Choice of Sponsorship(s)

- ☐ Title Sponsorship $4,000.00
- ☐ Platinum Sponsorship $2,500.00
- ☐ Gold Sponsorship $2,000.00
- ☐ Silver Sponsorship $1,500.00
- ☐ Bronze Sponsorship $1,000.00
- ☐ Holiday Social Sponsorship $500.00
- ☐ Awards Sponsorship $500.00
- ☐ Scholarship Sponsor $500.00
- ☐ NTGG Lunch Sponsor $750.00
- ☐ NTGG Breakfast Sponsor $300.00
- ☐ Gifts in Kind Sponsorship

(Min. 250 qty.)

Questions?

Please feel free to contact our Treasurer, Ashley McKay with any questions or to move forward with sponsorship invoicing.

Ashley McKay | ashleym@plano.gov | 214-235-3349

WWW.NORTHTEXASAQUATICS.COM





SUBMITTING YOUR BRAND

Logos

Please submit your logos in EPS, JPG and PNG formats so your brand can be broadcast across all of our platforms and utilized in all of our marketing materials.

Brand Photos & Videos

We welcome your brand photos and videos to showcase in our marketing and social media platforms. Please include JPG or PNG formats for all photography with a minimum resolution of 1200 pixels on the long side. Videos are welcome in MP4, MOV, WMV and AVI. We prefer MP4.

Social Channels & Media

Please link all of your social channels and platforms so our membership and audience can be driven to your channels.

PLEASE TAKE A MOMENT TO COMPLETE OUR PARTNERSHIP FORM TO COMPLETE YOUR PROFILE. IT WILL ENABLE US TO MARKET YOUR BUSINESS TO THE BEST OF OUR ABILITY!

PARTNERSHIP FORM WITH UPLOAD LINKS

NORTH TEXAS AQUATICS

ADVERTISEMENT TEMPLATES

Please submit your advertisement without guides, crop marks, or bleed lines. We prefer the following formats; PDF, high-resolution JPG, and PNG files.

If you do not have an advertisement, we are happy to create one for you. Please let us know by March if you will need an advertisement created for the participant program guide.

All advertisement submissions must be turned in by April 1st to info@northtexasaquatics.com to be submitted to the program guide.

FULL PAGE AD 8"x10.5"

QUARTER PAGE AD 4"x5.25"

HALF PAGE AD 8"x5.25"